

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT & COMPANY, INC.

Ad No. S-3025—Ad Title TS INTRO—Reg. No. 97148—B&W—8 1/2 x 11—Military Trade—TS—(B)

Printed in U.S.A.

Nearly two out of every three additional  
cigarette sales you made last year  
were Philip Morris brands.

Here's the Score for '74:

Gains In Domestic Cigarette Consumption Over 1973

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<b>Total Industry</b>	<b>+ 17.45 billion</b>
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<b>Philip Morris USA</b>	<b>+ 11.32 billion</b>
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<b>Rest of Industry</b>	<b>+ 6.13 billion</b>
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Growth like this means that you serve your customers better when  
you keep Philip Morris brands fully in stock at every location, all  
the time. Check your order—and check your shelves, too.

*The Profit Makers  
come from*  
**Philip Morris USA**

